

CHEYENNE FRONTIER DAYS 2010 FACT SHEET

06-15-10

What: *Cheyenne Frontier Days 2010* – America’s largest outdoor rodeo, and related attractions and events, including premier musical entertainers. In 2009, attendance for just the events at Frontier Park totaled nearly 192,000; does not include parades and other events outside the park.

When: July 23 – August 1, 2010

Where: Frontier Park, off I-25 Central Ave. exit. Parking is at Frontier Park or at the CFD Park-n-Ride Shuttle service off I-25 exit 10B on Happy Jack Road (Wyo. 201), south of Frontier Park.

How: The Board of Directors, the General Chairman and ten committees composed of more than 2,500 community volunteers run the event with the assistance of a small, year-round staff.

Why: As it has since its founding on September 23, 1897, CFD energizes the community, brings major economic benefits, and provides the nation’s leading rodeo contestants with the top showcase for their talents. More than 191,000 people attended last year’s CFD events at Frontier Park, generating \$10.2 million in CFD revenues.

Rodeo: CFD’s Professional Rodeo Cowboys Association (PRCA) sanctioned rodeo involves almost 1,500 contestants vying for more than \$1 million in money and prizes. Last year, 83,000 tickets were sold. Rodeos are held daily Saturday, 7/24 through Sunday, 8/1. Pre-show 12 noon; rodeo 12:45 p.m. Each day includes bull riding, saddle bronc riding, bareback bronc riding, rookie bronc riding, steer wrestling, steer roping, team roping, tie-down roping, barrel racing and wild horse races. Timed event “slack” qualifying (free admission) 7 a.m., 7/20-24, 26, 27, 30, 31.

Frontier Nights: KISS with Alana Grace, 7/23; Brooks & Dunn with The Band Perry, 7/24; Aaron Tippin and Neal McCoy, 7/25; Clay Walker with Glen Templeton, 7/28; Dierks Bentley and Miranda Lambert, 7/29; Sugarland with Danny Gokey, 7/30; Alan Jackson with Josh Turner, 7/31. PBR (Professional Bull Riders) 7/26 and 7/27. Last year 109,000 purchased tickets for Frontier Nights events.

Other attractions: Grand Parades between state capitol building and Cheyenne Depot Square 9:30 a.m. on 7/24, 27, 29, 31. Indian Village cultural area. Carnival Midway. Chuck Wagon Cookoff, 7/28-31. Wild Horse Gulch western heritage area. “Behind the Chutes” 40-minute behind-the-scenes tours, 7/24-8/1, varying start times, meet at the CFD Old West Museum. Free pancake breakfasts 7-9 a.m. on 7/26, 28, 30 at Depot Plaza.

Animal care: Our Animal Care Committee, veterinarians and Contestants Committee, together with rodeo judges, work to ensure that CFD follows the 60 strict PRCA guidelines for humane animal care and treatment.

Sponsors: Presenting Sponsor, Bank of the West; the five Gold Boot sponsors are Boot Barn, Cheyenne Regional Medical Center, Swire Coca-Cola USA, Union Wireless, and Wyoming Quit Tobacco Program; the 14 Silver Boot sponsors are American Airlines, Carpet One, Devon Energy, Dodge, Frontier Oil, Holiday Inn, Loaf ‘n Jug; Questar, Qwest, Sierra Trading Post, Sonic, Suncor Energy, Union Pacific, and Wyoming Virtual Academy. The University of Wyoming is our CFD Partner.

Tickets and event info: Tickets online and event info, www.cfdrodeo.com; tickets by phone, 800-227-6336 (307-778-7222 in Cheyenne); administration 307-778-7200; P.O. Box 2477, Cheyenne WY 82003-2477.

Cheyenne lodging info: Cheyenne Visitors Bureau, www.cheyenne.org, 800-426-5009

News media contact: Nicole Gamst, CFD Marketing Director, 307-778-7200, nicole@cfdrodeo.com